

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Reissue Application of:
BILL L. DAVIS and JESSE S. WILLIAMSON

For Reissue of U. S. Patent 5,630,363
Issued May 20, 1997
Serial No. 08/515,097

Filing Date: May 20, 1999 (Reissue)

Serial No.: 09/315,796 (Reissue)

For: COMBINED LITHOGRAPHIC/
FLEXOGRAPHIC PRINTING
APPARATUS AND PROCESS



Group Art Unit: 2854

Examiner: _____

DECLARATION OF SCOTT BROWN

TO: The Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

SIR:

I, Scott Brown, declare on my oath the following:

1. I am a sales representative for Heidelberg, U.S.A., Incorporated, having come to work for my present employer in April 1994. I am 34 years of age, and reside at 2813 Seminary Circle, Garland, Texas 75043 and am competent to make this testimony. I have never been convicted of any felony.

2. Shortly after I came to work for Heidelberg U.S.A. in April 1994, I became involved in a sales campaign to sell Williamson Printing Company ("Williamson") a number of offset lithography presses, all to be manufactured in Heidelberg, Germany. I met Jesse Williamson and Bill Davis in the late spring of 1994, and was told by them of their WIMS proprietary process for printing metallic inks by offset lithography. Upon learning the fundamentals of this process as explained to me by Jesse Williamson and Bill Davis, I told the

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DECLARATION OF SCOTT BROWN

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President of Heidelberg U.S.A., Hans Peetz-Larsen, of this process. See Exhibit A. As I recall, sometime in June or July of 1994, Williamson made an oral commitment to buy Heidelberg's presses, as is evidenced by a letter from Jerry Williamson, Chairman of Williamson, to Bob Boyer, my supervisor, of August 5, 1994. See Exhibit B, which came from our company's files and was filed in the normal course of business and is part of Heidelberg's U.S.A.'s records. At about the time of the August 5, 1994 Jerry Williamson letter, Exhibit B, Jesse Williamson and Bill Davis explained to me that they intended to improve the existing WIMS process by having flexography performed prior to offset lithography in an on-line operation, all in one pass. They indicated several methods that this could be done, in one manner with a dedicated flexography station, and another by an auxiliary add-on unit. They mentioned the use of a high velocity drying system being employed, and the possibility of using a modified Printing Research, Inc. printer-coater as an interstation add-on for flexographic applications. They wanted to perform tests to demonstrate the merits of this new, improved process to be conducted in Germany.

3. Accordingly, I contacted Gregory Canty of BASF in Holland, Michigan concerning their company's flexographic "round exposure unit" for making flexographic plates, and received a proposal from him for Williamson (Exhibits C, D) in early September 1994. The type of BASF plate-making equipment which Canty proposed to me already existed at our company's facilities in Heidelberg, Germany. Heidelberg U.S.A. was amenable to changing the design of one of its stations to adapt it for an anilox roller and flexographic operation, passing on the increase in costs due to acquired equipment to the customer, such as Williamson. We demonstrated a triple tower and an anilox roller (located at the first tower) to Jesse Williamson on the North American continent at the location of one of Heidelberg Canada's customers located in Montreal, Canada, in early November 1994. See Group Exhibit E. Jesse Williamson and Bill Davis wanted off-line tests conducted on their new process - i.e., simulations of a one-pass operation using flexography as a step prior to offset lithography - done at our parent company's offices (Heidelberg Drucksmaschinen A.G.) in Germany. Accordingly, we originally scheduled

COATING (815)

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these tests for December 10, 1994. See Exhibit E. That trip was subsequently rescheduled for January 20-21, 1995. After the trip to Montreal, detailed preparations were commenced for the tests in Germany (at Jesse Williamson's and Bill Davis' instructions), using BASF plate-making equipment already existing at Heidelberg, Germany, flexographic inks acquired from Wolstenholme in the United Kingdom, and plates made from Eckart, a German manufacturer, from negatives of Williamson's using the BASF equipment. See Exhibit G.

4. I left for Germany on January 17, 1995, according to my schedule book. I recall taking an American Airlines wide-body jet to Frankfurt, and the following morning leaving on an unexpectedly 20 minute-late train to Heidelberg, Germany. I recall it was very cold and windy and all of us nearly froze to death on the train platform, especially Jesse Williamson. I remember January 20-21, 1995 and the tests at Heidelberg, Germany quite well. This was my first trip to Germany. We stayed at the Holiday Inn in Heidelberg. January 20 was Jesse Williamson's birthday. It was a very cold and gray day in Germany on January 20, 1995. We had a nice lunch at the Company's café, and I recall I had salmon, and there were nice wines and a dessert of sorbets and ice-cream-shaped to look like tomatoes. See Exhibit H, a group of pages concerning the trip from my scheduling book. In attendance at the tests were Jerry Williamson, Jesse Williamson and Bill Davis, all from Williamson, who were directing the tests, Michael Yates and Steve Clark from Wolstenholme, Peter Schwaab, Reginald Retting, and Klaus Sauer from Heidelberg Drucksmaschinen A.G., and Bob Boyer (my supervisor) and the undersigned from Heidelberg, U.S.A.

5. The day-long tests on January 20, 1995 involved comparisons of the results of the new WIMS improved process over the old process and involved rerunning some established Williamson advertisements made for Rolex, some art work involving (I recall) a 1957 Chevrolet bumper grill, an apple of some configuration, a memorable portion of an automobile brochure comprising a silver Lexus driving on a wet cobblestone road (having a shimmery look with a gold reflection off of puddles on the cobblestone), and finally some test-type patterns, all

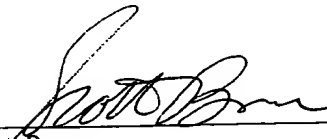
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configured on one approximate 25" x 38" sheet, to be run through the press, first with one or more flexography runs using an anilox roller and the flexographic plates made from the BASF equipment previously mentioned, and followed up by offset lithography. With respect to the Lexus brochure portion, the multiple hues of the gold and silver metallics, blended with the natural wet cobblestones, were most impressive. I recall that the tests took all day, from early in the morning until well after dark, and continued the next day. Jesse Williamson was directing the work of the German Heidelberg Drucksmaschinen A.G. technicians. We were all impressed with the quality of the images produced from the BASF-produced plates, which I attributed to the process and, in part, to the round exposure unit. There was unusual brilliance for the metallic inks involved, and without distortion. The German technicians liked what they saw. Several hundred impressions were printed, and sent through the presses in multiple passes, with the flexography step being done first, as the anilox roller existed end-of-press on the coating tower. At the end of the first day of tests, January 20, 1995, I recall we went to dinner at the Haukteafel Restaurant in Heidelberg, Germany. The second day, January 21, 1995, involved more tests and discussions involving the proposed technician changes at the forthcoming DRUPA conference to be held in Dusseldorf, Germany.

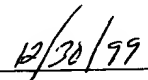
6. The results – especially comparing the older results of the WIMS process with the new, improved process were very impressive to me – the enhanced brilliance of the metallic colors in the Rolex advertisement and the Lexus brochure were especially memorable, as the impressions had a sheen that was clearly of more brilliance than the older WIMS counterpart impressions. I recall discussing these results immediately with my supervisor, Bob Boyer after my return to Dallas in late January 1995.

The undersigned Declarant stated further that all statements made herein of Declarant's own knowledge are true, and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false

statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.



Scott Brown



Date:

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HEIDELBERG
USA

Office of the President
Corporate - New York

TELEFAX MESSAGE

June 3, 1994

To: BOB BOYER, DALLAS

From: Hans Peetz-Larsen, New York

Re: Williamson Printing Corp.

Attached is draft of letter to Williamson Printing. Please critique and make sure nothing was left out of what you wanted to include.

Also, what is WIMS and inGrain process that you speak about?

HP-L/rmp
HP-L/rmp
ATTCH.

Total pages of fax: 2

WIMS = WILLIAMSON INTEGRATED METALIC SEPARATION

SIX COLOR SEPARATION OF PROCESS COLORS AND
SILVER AND GOLD METALIC. THE PROCESS GREATLY
ENHANCES SILVER AND GOLD IMAGES (WATCHES, CHROME, ETC)

WIMS IS A PATENTED PROCESS

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T06050 96757E60

HEIDELBERG USA

*Personal
Letter to each*

Mr. Jerry Williamson, Chairman of the Board
Mr. Jesse Williamson, President
Williamson Printing Corporation
8700 Denton Drive
Dallas, Texas 75235

Office of the President

Heidelberg USA, Inc.
80-30 Metropolitan Avenue
Rago Park, NY 11374
Phone 718-830-7802, Fax 718-275-8863

June 3, 1994

Dear Jerry and Jesse,

We have always held Williamson Printing Corporation in high esteem and recognize you as a pioneer in new printing technologies such as WIMS and inGrain processing. Your contribution to our industry is well known and it is indeed an honor for me to serve with Jerry on the Boards of PIA and GATF.

Family companies at their best can achieve tremendous successes. You are one of those, well known and well respected for top quality printing and certainly one of the top award winning printers in our country.

Below I quote our Mission Statement, which reads.

" Heidelberg USA is totally committed to be the partner of choice to the U.S. Printing Industry. We are determined to set standards as the leader in technology and quality of equipment. Each and every employee of Heidelberg USA is dedicated to provide excellent customer service and support. "

We feel we have many things in common with you and it has been one of our key goals to earn your trust and to become ~~a business partner of yours.~~ **YOUR PARTNER OF CHOICE.**

Thank you very much for your courtesy to my colleagues during prior visits to your company. I now look forward very much to visit with you on Tuesday, June 7th, and hope that we will find common ground so that we can become business partners for the mutual benefit of Williamson Printing Corporation and the Heidelberg Group.

Sincerely,

HP-L/imp

Hans Peetz-Larsen
President



Heidelberg Offset Presses • Polar Cutters & Paper Handling Systems • Stahl/Baum Folders & Stitches

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Williamson Printing Corporation

6700 Denton Drive • Dallas, Texas 75235 • (214) 904-2100

August 5, 1994

Mr. Bob Boyer
Regional Manager
Heidelberg USA
1801 Royal Lane, Suite 1012
Dallas, TX 75229

Re: Sheetfed Press Transaction
WPC and Heidelberg USA

Dear Bob:

I have reviewed your letter dated August 5, 1994, which was in response to my letter addressed to you dated August 1, 1994, regarding the above referenced. Pursuant to our meeting and discussion of this morning, I will respond to each of your paragraphs in the order as presented in your letter, being the same order as presented in my letter, but will omit those paragraphs on which you have stated your agreement.

WPC's response is as follows:

- 1) Site preparation - We understand your position here that the cost of "site preparation" can vary tremendously, and is not normally included in the financing. However, we would like to include the cost of "site preparation" as part of our installation cost because it does represent part of the total capital expenditure. As soon as we have details and a cost budget, we will relay that information to you.
- 2) Six (6) color triple tower, double coater press - We understand that you do not have one of these presses currently in the Heidelberg "pipeline," and therefore not available before five (5) to six (6) months. We agreed to substitute this six (6) color triple tower, double coater press for the first eight (8) color press we had originally ordered in the first press order.
- (3) UV Drying capabilities for the six (6) triple tower, double coater press - We understand that this unit has not been included in the quoted prices. We agree with your suggestion not to place an order for this unit until after we have had our demonstration at Interglobe Printing in Montreal, Canada, and after having received a presentation from the manufacturer. We understand that there will be additional cost for this unit.

page 1 of 3

August 5, 1994

page 2 of 3

Re: Sheetfed Press Transaction
WPC and Heidelberg USA

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- (5) Bailment arrangements on first two (2) presses - We have a mutual understanding as to the reasons we must delay transfer of title or payment of consideration prior to January 1, 1995, and you have assured me that Heidelberg will resolve this concern to our satisfaction in order to reach our objective. Perhaps a bailment agreement with some type of guarantee, maybe a side-letter agreement, transferring title after January 1, 1995, would satisfy both parties.
 - (7) "Pre-DRUPA"/"DRUPA" trade-in agreement - We agree to modify our paragraph (7) to reflect those changes, establishing a trade-in value of market value, or 70% of purchase price, whichever is greater, in the second year, and establishing a fixed purchase price on the "DRUPA" presses, not to exceed 5% over the cost/quoted price/final price, of the "Pre-DRUPA" presses.
 - (11) Expenses for WPC personnel - we agree that there should not be available an unlimited number of WPC personnel sent on demonstrations and/or tests. We agree that three (3) people representing WPC is a reasonable number, with the understanding that you will extend us some flexibility on that number should there be a good reason to add one or two more.
 - (12) Expenses for WPC personnel - Same as described in (11) above.
 - (13) Expenses for WPC personnel - Same as described in (11 and 12) above.
 - (14) Expenses for training - We need to better clarify just how many WPC people you are willing to include here, for example, number of press crew personnel, and engineering/maintenance personnel - a total of four (4) does not seem adequate under the circumstances. It is in both of our best interest for us to get off to a very good start, which will require superior training and preparation.
 - (16) Legal review of changes to contract - We await the response from your legal division after they have had an opportunity to review the revised contracts, including our cover letter. You stated that you did not feel that there would be any problem in getting such an approval from your legal division.

August 5, 1994

page 3 of 3

Re: Sheetfed Press Transaction
WPC and Heidelberg USA


Bob, I hope my comments stated above in response to your's, will bring us closer to a "meeting of the minds," and that your legal division will see fit to approve all of the details, which I believe are in accordance with our agreement and understanding.

I appreciate your coming by this morning so we could try to resolve the unanswered issues. I also appreciate your bringing by Hugh and Ian Lyons, whom I enjoyed meeting, and my having the opportunity of visiting with all of you, all be it briefly.

Speaking in behalf of all of us here at WPC, we are all very much looking forward to establishing a good strong business alliance and long-term partnership.

If you have any questions, please do not hesitate to give me a call.

Very truly yours,


Jerry Williamson
Chairman of the Board

JBW:db

cc: Bill Davis
Woody Dixon
Bob Emrick
Jesse Williamson

10505094

BASF CORPORATION

PROPOSAL FOR

WILLIAMSON PRINTING CORPORATION

TO: 05050" 9645TE60

October 13, 1994

Mr. Richard Torres
Pre-Press Director
Williamson Printing Corporation
6700 Denton Drive
Dallas, Texas 75235

Dear Mr. Torres:

We are pleased to offer Williamson Printing Corporation a proposal designed to provide you with the most advanced, efficient and profit producing plate technology in the world today. We are certain it will enhance your productivity, quality and safety while reducing your costs for many years to come.

The contents of this offering contain several financial enhancements that we believe will produce early satisfaction and substantial benefits for Williamson Printing Corporation.

We are delighted with your interest and consideration. We look forward to a long, friendly and beneficial relationship.

Sincerely,

Gregory Canty
Technical Sales Representative
Printing Plate Systems

Enclosures

cc: Carl Weber
Brian Reilly
File

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BASF CORPORATION

BASF Corporation, headquarters in Parsippany, New Jersey, is now one of the ten largest chemical companies in North America with annual sales of over \$5 billion. Products manufactured by our 18,000 employees in North America make up more the 90% of BASF Corporation sales.

Key components of BASF's North American business included Fibers, Chemicals, Information Systems, Structural Materials and the Coatings & Colorants Division.

COATINGS & COLORANTS

The Coatings & Colorants Division is composed of Automotive OEM Coatings, Automotive Refinishing Products, Printing Plates, Publication Inks and Container Inks and Coatings.

The Graphic Systems Operating Division within Coatings & Colorants now integrates BASF's printing products operations and substantially increases our ability to efficiently serve the Graphic Arts industry. This organization combines Printing Plate Systems and Publication Inks. Printing Plate Systems continual progresses with its nyloflex[®] flexographic plates and processing equipment as well as its nyloprint lines.

Plates, publication inks, coatings and pressroom chemical products position Coatings & Colorants as a broad based supplier to the Graphic Arts industry. Vertical integration in pigments (Chemicals Division, Holland, Michigan) and ink vehicles (Coatings & Colorants Division, Greenville, Ohio) provide the raw material technologies and supply consistency required of a major supplier.

With an extensive localized service and distribution network in the United States, Coatings & Colorants effectively combines all the benefits of large company capabilities with the personalized service of the best of smaller concerns. Coatings & Colorants brings these capabilities to all of the major printing markets.

Coatings & Colorants' strengths in the United States are reinforced by the worldwide strength of the BASF Group with headquarters in Germany.

Extensive research capabilities focused on all aspects of printing technology and supply keeps BASF on the leading edge of technology around the world.

106050-9645FEB

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 - Quality Assurance

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I. INTRODUCTION

BASF Corporation, Printing Plates Systems is pleased to offer this proposal for our nyloflex[®] LW 116 coating plates and processing equipment to Williamson Printing Corporation, Dallas, Texas. The benefits detailed in this proposal, such as optimized value, efficient service, product quality and consistency will in our opinion yield significant improvements.

II. PRODUCT AND BENEFITS

nyloflex[®] LW 116 Coating Plates

BASF coating plates have replaced hand-cut blankets to reduce press "make-ready" and downtime. They are suitable for either aqueous or UV coatings. These plates meet all of the requirements for fine detail coating jobs due to their capacity to hold high resolution elements. They offer high dimensional stability and are mounted comparable to any other printing plate. A register system facilitates accurate positioning.

The nyloflex[®] LW 116 coating plates represents an ideal combination of advantages.

High contrast

Sharp edges

Uniform coating film

No build-up of offset ink

Technical Information

0.046 inches thick

0.001 inches Polyester base

0.036 inches relief depth

Shore A 75 hardness

Available sheet sizes: 35 x 42, 50 x 58, 51 x 57.8. 8 sheets per carton. LW 116, 35 x 42, are available at \$203.86 per plate.

106050-9645TE60

nyloflex® RB 270 L Round Exposing Unit

The newly developed BASF RB 270L round exposing unit exposes nyloflex® coating plates. Different cylinder circumferences allow 1:1 transfer from negatives without time consuming and cost intensive film distortion.

Advantages

- Guide rails provide easy access to the exposing cylinder
- Exposing cylinders of differing diameters and widths are available as necessary
- Fast plate mounting with register bar using conventional register punch. The plate and film are mounted outside of the unit
- Easy to use wrap around vacuum sheet
- Fast vacuum build up
- Short exposure time with high output UV exposure lamps with reflectors
- Simply UV lamp function review
- Electronic timer
- Table top unit supporting frame or legs available as extra accessories

Technical Data

Maximum plate size	32.5 x 55.25 inches*
Cylinder weight	410 lbs. gross, 220 lbs. net
Exposing unit weight	915 lbs. gross, 540 lbs. net
Dimensions	L 79.5 inches W 32.5 inches H 35.5 inches
Power	220 V, Three phase, 60 HZ, 16 amps
Lamps	20 Philips TL 80 W/10 R 59 1/16 inches

*valid for diameters of 10.625 inches. Maximum exposure cylinder 10.625

nyloflex® DW 135L Washout Unit

The BASF nyloflex® DW 135L continuous flow washout unit provides a convenient, efficient method of processing LW 116 coating plates. The exposed plates are automatically transported by a roller system through the processing section. The nyloflex®

106050-9625FE60

DW 135L utilizes the proven principle of friction washout with oscillating plush pads gently removing the unexposed photopolymer with a solution of 1 percent caustic soda maintained between 122 and 131° F. The system provides totally automatic washout, rinsing, and pre-drying.

Advantages

- Dry to dry plate handling
- User friendly operation and maintenance
- Easily removable, long lasting plush pads
- Individually adjustable plush pad supports
- Variable speed plate through put within a suitable range
- Digital displayed flow speed
- Pre-drying by circulated warm air
- Easily readable displays for water temperature and pre-drying temperature

Technical Data

Maximum plate width	53.125 inches
Minimum plate length	15.75 inches
Weight	Approximately 1,430 lbs.
Dimensions	L 144 inches W 87 inches H 52 inches
Tank capacity	53 gallons each
Exhaust rate	280 feet per minute, 4 inch diameter
Power	220 V, Three phase, 60 HZ, 16 amps

106050" 9625TE60

nyloflex® F III Dryer

The BASF nyloflex® F III dryer provides an ease of operation in an energy efficient, user friendly unit. The F III dryer ensures uniform temperature distribution of +/- 1° C within the drawers. Operator safety is enhanced by an automatic shut off of the heating elements and circulation fans when opening the drawers. Additional safety features include an automatic shut down should temperatures exceed safety thresholds.

Advantages

- User friendly
- Uniform temperature distribution
- Energy efficient
- Automatic safety shut off

Technical Data

Maximum plate size	36.25 x 47.25 inches
Dimensions	L 80.8 inches W 42.9 inches H 36.2 inches
Weight	772 lbs.
Exhaust	5 inches diameter
Power	220 V, Three phase, 60 Hz, 50 amps

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III. PROPOSAL AND OPTIONS OF FINANCING

- A. BASF will supply, at a substantial discount, its nyloflex[®] coating plates processing systems to Williamson Printing Corporation, Dallas, Texas.
- B. A certified BASF equipment engineer will assist you in the design of your platemaking facility, as well as the installation of the systems.
- C. Qualified BASF technicians will train the in-plant platemakers to properly operate and maintain the systems, maximizing their value.
- D. BASF will provide personnel at no charge to remain on location until all in-plant personnel are qualified in the proper platemaking skills. In addition we will conduct periodic quality control audits of systems procedures to ensure that plate preparation systems are correct and maximizing performance.

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nylollex[®] COATING PLATE PROCESSING EQUIPMENT

<u>Description</u>	<u>List Price</u>	<u>Williamson Printing</u>
RB 270L 32 x 55.25 inches	\$18,972	\$14,373
DW 135L Max. Plate Width 53.125 inches	\$62,937	\$47,680
F III Dryer 36 x 47.25 inches	\$32,367	\$24,520
Total	\$114,276	\$86,573

Note: The above items have an approximate eight to twelve weeks delivery after receipt of written order. Shipping is F.O.B., Zeeland, Michigan.

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EQUIPMENT PURCHASE OPTIONS

The following options are available to Williamson Printing Corporation from the BASF, Printing Plate Systems Division, and are as follows for the purchase of the desired equipment:

- OPTION 1 BASF will provide the desired equipment to Williamson Printing Corporation at the special price requiring a twenty-five (25%) down payment of \$21,643.25 with the order. Williamson Printing Corporation to pay the balance (\$64,929.75) in normal billing time of thirty (30) days.
- OPTION 2 BASF will provide the desired equipment to Williamson Printing Corporation at list price requiring a twenty-five (25%) down payment of \$28,569. Williamson Printing Corporation shall pay the balance of \$85,707 during a period of twelve (12) months in equal payments of \$7,142.25. No interest charges will apply.

BASF will apply plate purchases to our rebate program should Williamson Printing Corporation choose to accept Option 1. BASF will not apply plate purchases to our rebate program should Williamson Printing Corporation choose to accept Option 2. We will apply plate purchases to our rebate program after the payment period in the case of Option 2.

BASF will file the necessary UCC-1 forms while Williamson Printing Corporation pays for the equipment. In addition, Williamson Printing Corporation and BASF must sign an Equipment Sales Agreement.

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VI. REBATE PROPOSAL

BASF proposes the following rebate schedule:

<u>ANNUAL PURCHASE VOLUME</u>	<u>REBATE</u>
\$ 25,000 - \$ 49,999	1.5%
\$ 50,000 - \$ 99,999	2.5%
\$ 100,000 - \$ 249,999	5.0%
\$ 250,000 - \$ 499,999	8.0%

Rebate schedule applies only to plate purchases.

VII. DURATION OF AGREEMENT

BASF submits this proposal to Williamson Printing Corporation with all prices on equipment confirmed as of October 13, 1994.

VIII. TECHNICAL AND CUSTOMER SERVICE SUPPORT

Technical Support

BASF provides a 24 hour, 7 days a week, Technical BASF hot line, 1-800-343-4700.

Customer Service

BASF provides extended Customer Service office hours from 8:00 AM to 5:00 PM eastern time.

Priority Service - BASF will specify a Customer Service Representative to work with Williamson Printing Corporation to expedite orders and answer any questions that may arise.

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BASF Corporation

BASF

Graphics Group

ROUND EXPOSURE UNIT RE 270 L
(FOR lw coating plates)

Max size : 820 x 1400mm
for cylinders up to 268mm diameter
230 V / single phase / 50 Hz

15672

Underframe

2055

Log assembly

1402

19129

Add'l cylinder
For cylinder 240-260mm diameter

11687

\$30816

09315796-050901

TELEFAX FROM BASF
1st FLOOR - PRINTING PLATE SYSTEMS
FAX # 616 393-5286

TO: Scott Brown

LOCATION: Heidelberg USA

TELEFAX # 214-506-0476

FROM: Domenic Coppola

DATE: 9-6-94

1 Pages to follow (excluding cover)

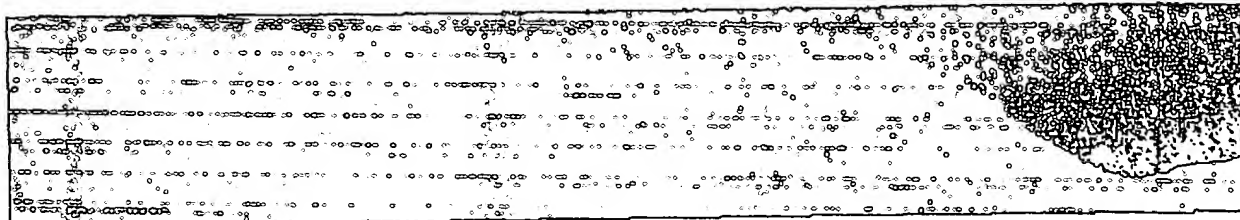
If you have any problems or do not receive all of your pages, please notify sender at (616) 393-5248.

COMMENTS:

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nyloflex



The new standard for exposing photopolymer coating plates: RB 270 L round exposing unit.

The newly developed RB 270 L round exposing unit serves for exposing photopolymer coating plates and other photopolymer plate types; different cylinder circumferences permit information transfer from 1:1 negative films without time-consuming and cost-intensive film distortion.

The plus points in the handling ...

- Good accessibility because the exposing cylinder can be pulled out on rails.
- Exposing cylinders are available in

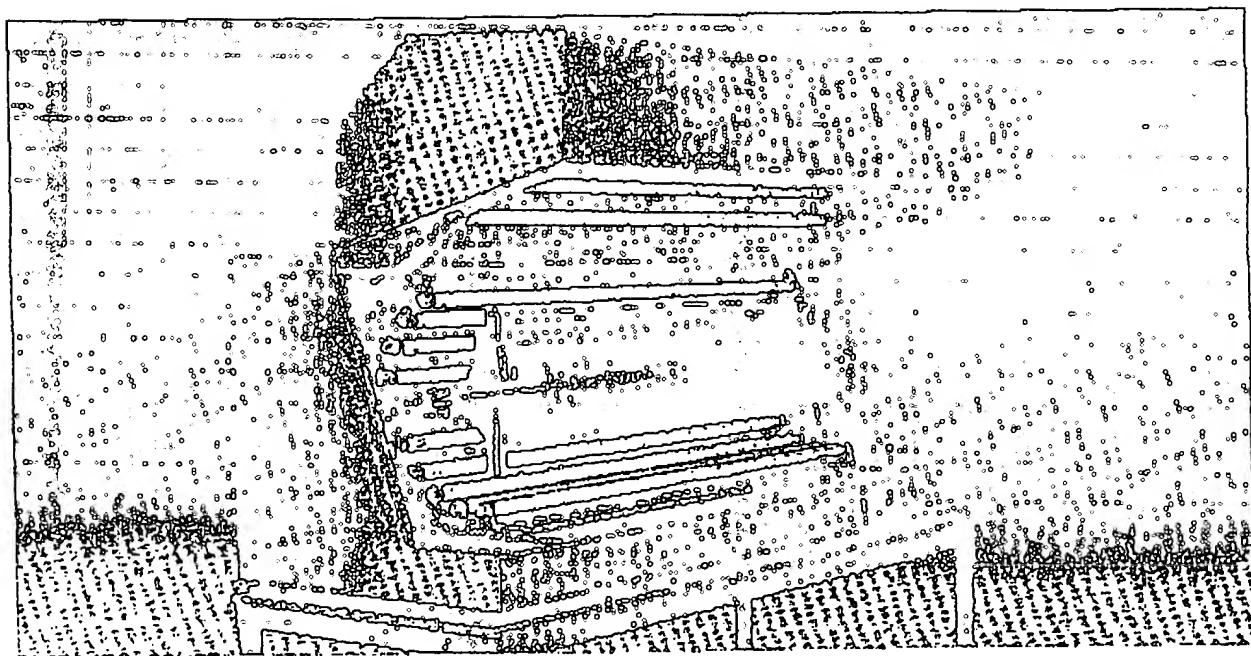
different diameters and widths for exchange as necessary.

- Quick plate mounting with register bar*: plate and film can be mounted outside the unit.
- Easy-to-use wraparound vacuum film.

... and in the technical equipment of the new RB 270 L round exposing unit

- Quick build-up of vacuum permits exposing at short intervals.

- Short exposure time due to high-output UV tubes with reflectors.
- Constant temperature due to intensive cooling of the UV tubes.
- Simple tube function check.
- Electronic timer.
- Table-top-unit supporting frame or legs available as extra accessories.
- The design conforms to German and European safety regulations.
- * Requiring the use of a conventional register punch.



Printing plates

BASF

Print Plate Syst

H-Meligm 616-392-2391

106050-9645TE601

RB 270 L Round exposing unit for coating plates

Maximum effective size*	820 x 1,400 mm ca 2'8½" x 4'7½"	The round exposing unit is designed for exposure cylinders maximally 270 mm (105/8") diameter. We can inform you about smaller dimensions on request.
Weight of cylinder:	ca 185 kg gross, ca 100 kg net ca 410 lbs. gross, ca 220 lbs. net	
Weight of exposing unit:	ca 415 kg gross, ca 245 kg net ca 915 lbs. gross, ca 540 lbs. net	
Unit dimensions: L x H x D	2,020 x 900 x 820 mm ca 6'7½" x 2'11½" x 2'8½"	
Crate for unit: L x H x D	2,180 x 1,080 x 1,100 mm ca 7'2" x 3'6½" x 3'7½"	
Crate for cylinder: L x H x D	2,080 x 580 x 660 mm ca 6'10" x 1'11" x 2'2"	
Power:	230 V, 50 Hz, 16 A, 2.5 kW (3.4 hp)	
Tubes:	20 of type Philips TL 80 W/10 R (150 cmV/59½")	

* valid for diameters of 270 mm or 10½"

*Cylinder from HDM
Exposure Processor
Developing sink
cittus*

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GFE 5031 01.94

Printing Plates

BASF Lacke + Farben AG
Siegelsstraße 25
70469 Stuttgart-F Feuerbach
Germany
Telefon (07 11) 98 16-0
Telefax (07 11) 98 16-8 01
Telex 725 2160

BASF

The range of coating plates from BASF

Plate type	nyloflex		nyloprint							nylograv
	FAE 116 L	LC/LW 116	A 73	S 73 E	S 68	WA 1 78	WS 1 78 E	WS 1 58	WEA 69	
Thickness (mm)	1.16/0.046	1.16/0.046	0.73/0.029	0.73/0.029	0.58/0.023	0.75/0.029	0.73/0.029	0.53/0.023	0.52/0.020	
Hardness (finished)	Shore A = 70	Shore A = 75	-	-	-	-	-	-	-	
Hardness (DIN)	Shore A = 50	Shore A = 55	-	-	-	-	-	-	-	
Base (mm ²)	Polyester 0.25/0.010	Polyester 0.25/0.010	Aluminium 0.80/0.012	Steel 0.24/0.009	Steel 0.24/0.009	Aluminium 0.30/0.010	Steel 0.24/0.009	Steel 0.24/0.009	Steel 0.30/0.012	
Relief depth (mm)	0.91/0.028	0.91/0.028	0.4/0.016	0.48/0.019	0.32/0.013	0.4/0.018	0.48/0.018	0.32/0.013	max. 45-55 µm in 70 l/cm (180lp) screen	
Size	up to 1,250x1,470 (c. 49x58 ")	up to 1,250x1,470 (c. 49x58 ")	max. VI	max. II-B	max. V	max. VI	max. V	max. V		
Suitable coatings and inks	Aqueous coatings UV coatings (after testing)	Aqueous coatings UV coatings	Varnishes UV coatings						• Coatings and inks on base of alcohol and ethyl acetate • No coating on water base	
Platemaking: • Exposure	Round exposure or flat exposure with shortened film Step or repeat possible								Round exposure or flat exposure with point light	
• CAD/CAM		Outing via plotter + stripping (LC only)								
• Wash-out	Wash-out systems with nylosolv® I or solvents common in trade	Aqueous wash-out medium in brush- or friction-type washers (LW only)	Alcohol washers		Water washers			Continuous-flow friction washer water-washable		
Advantages	• Very good, uniform coating transfer • Very good edge sharpness • 80-90% higher coating quantity than by indirect coating • Reproduction of finest details (spot coating) with LC: 4 µm (0.157) max. dot diameter • High accuracy of register (dimensional stability)		Thinner coating than with offset plates, high gloss, less waste with varnishes or UV coatings, because no dispersing solution used Long run life, especially when using alcohol-washable plates.						• Fast, flexible and economical plate-making; therefore suitable also for short runs • Environment-compatible processing • Variable cell depth and, therefore, controllable coating transfer	
		No ink build-up on plate Resistant to blanket wash-up solutions Suitable for use with aqueous and UV coatings 2 alternatives in platemaking: a) Conventionally with film and water wash-out b) CAD/CAM processing - no film, no wash-out, therefore no processing equipment required								
Special features									Even cell depths of more than 50 µm achievable, meaning higher coating transfer than by other processes	

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Product names marked ® are registered trademarks of BASF.

OPR 5014 GG 93

BASF Lacke+Farben AG
 Sieglestraße 25
 70489 Stuttgart-Feuerbach
 Germany
 Telefon (07 11) 98 16-0
 Telefax (07 11) 98 16-801
 Telex 725 2160

BASF

Southwest Region

October 17, 1994

Heidelberg USA, Inc.

1801 Royal Lane

Suite 1012

Dallas, TX 75229

Phone 214-506-7000, Fax 214-506-0476

Jerry Williamson
Jesse Williamson
Williamson Printing Corporation

Dear Jerry and Jesse:

On Friday, October 14, after our picture taking ceremony, questions were raised regarding the future installation of 8 color presses and the LYL double coater machine. As of today October 17, we have been in contact with the factory and enclosed are answers and the possible solutions to your concerns.

1. Delivery of the 102 S LYL (double coater) barring no production problems has been moved up in the schedule to leave the factory the end of December, for delivery to Williamson's floor in January.
2. A demonstration will be scheduled at Interglobe, Inc. in Montreal, Canada along with a company, Olympic Packaging in Madison, Wisconsin, to witness spot coating with register requirements. Dates to be determined as soon as possible.
3. Delivery of an 8 color Drupa or pre-Drupa machine. Dates are as follows: Pre-Drupa, one machine delivery early January. Drupa machines as of today are exfactory, May or June and every month that goes by pushes it back in the schedule. I urge you to make a commitment, subject to your inspection.
4. A private and confidential presentation of Drupa Technology to Williamson is set for the week of 12/10/94 in Heidelberg. Times and visits are already in place.
5. Companies that have experience in making relief plates for spot coating:

Alabama Engraving
David Kaetz
1-800-524-2135

Chicago Litho Plate
Joe Yazzo
708/858-8900
Please note: Vast experience
with Heidelberg Speedmasters.

6. Heidelberg Factory uses the round exposure BASF unit for demonstration purposes for printers around the world and cannot be without this unit.



09315796-050901

Williamson Printing Corporation
October 17, 1994

7. You had indicated the six to eight week delivery from BASF on developing equipment for the making of coating plates, for spot coating, was not acceptable. We can assure you, if an order is placed with BASF, Heidelberg will use as much clout as possible to speed up this delivery time. Williamson must place the order as soon as possible, before we can put pressure on BASF.

8. Contacts for Interglobe, Inc. and Olympic Packaging.

Interglobe
Roger Belair
Montreal, Canada
514/328-7070

Olympic Packaging
Gary Adrian
Madison, Wisconsin
608/246-1133

Gentlemen, our companies have worked hard toward establishing a partnership beneficial to each. Please know we need to communicate whenever there are concerns and we can assure you both that a professional response will always be available.

Best Regards,



Bob Boyer

cc: Hans Peetz-Larsen
Wolf Hager
Ian Lyons
John Dowey
Bill Davis, Williamson
Woody Dixon, Williamson
Bob Emerick, Williamson

106050-96/STEE60

HEIDELBERG USA

October 21, 1994

Southwest Region

Mr. Jerry Williamson
Mr. Jesse Williamson
Williamson Printing Corporation
6700 Denton Drive
Dallas, TX 75235

*Heidelberg USA, Inc.
1801 Royal Lane
Suite 1012
Dallas, TX 75229
Phone 214-506-7000, Fax 214-506-0476*

Re: Demonstration of Double Tower

Date of Demonstration: Thursday, November 3, 1994, at 9:00 a.m.

Location: Montreal Canada at a company called Interglobe,
their address is as follows.

Interglobe
4475 Blvd. des Grandes Praires
St. Leonard, Quebec
514/328-7070
Roger Belair, Director
Contact: Carole Jalbert

We have secured this date and would appreciate it if you would get the film, paper specification and coating requirements to Mike Morgan at your earliest convenience.

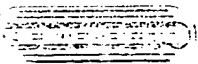
Please let Mike know, as soon as possible, the number of people from Williamson who will be attending; so we can coordinate flight and hotel reservations.

Bob Boyer
Regional Manager

BB/bw

cc: Bill Davis
Bob Emerick
Jim Johnson

106050-96257E60





Southwest Region

FLIGHT
ITINERARY FOR
WILLIAMSON DEMO IN MONTREAL
WEEK OF 11-02-94
ATTENDANTS

Heidelberg USA, Inc.
1801 Royal Lane
Suite 1012
Dallas, TX 75229
Phone 214 506 7000
Fax 214 506 0476

Jerry Williamson

November 02 1:30 p.m. depart DFW - American flight #2350
Arrive Chicago/Ohare 3:44 p.m., Wed. November 02

November 02 4:40 p.m. depart Chicago/Ohare - American flight #1200
Arrive Montreal/Dorvl 7:41 p.m.

November 03 4:15 p.m. depart Montreal/Dorvl - American flight # 452
Arrive Chicago/Ohare 5:35 p.m. Thur. November 3rd

November 03 6:00 p.m. depart Chicago/Ohare - American flight # 2249
Arrive Dallas/FT. Worth 8:30 p.m.

November 02 Delta Montreal
Hotel Information 475 President Kennedy Ave
Montreal Quebec H3A 1J7 514-286-1986
Confirmation # 139904 01 nt/s

Jesse Williamson

November 02 1:14 p.m. depart DFW - Delta flight #1214
Arrive Cincinnati 5:21 p.m., Wednesday November 2nd

November 02 6:26 p.m. depart Cincinnati - Delta flight #3749
Arrive Montreal/Dorvl 8:40 p.m.

November 03 5:05 p.m. depart Montreal/Dorvl - Delta flight #333
Arrive Dallas/FT. Worth 10:09 p.m. Thurs. November 3rd

November 02 Delta Montreal
Hotel information 475 President Kennedy Ave
Montreal Quebec H3A 1J7 514-286-1986
Confirmation # 102051 01 nt/s

HEIDELBERG

Bill Davis

November 02 1:14 p.m. depart DFW - Delta flight #1214
Arrive Cincinnati 5:21 p.m., Wednesday November 2nd

November 02 6:26 p.m. depart Cincinnati - Delta flight #3749
Arrive Montreal/Dorval 8:40 p.m.

November 03 5:05 p.m. depart Montreal/Dorval - Delta flight #333
Arrive Dallas/FT. Worth 10:09 p.m. Thurs. November 3rd

November 02
Hotel Information Delta Montreal
475 President Kennedy Ave
Montreal Quebec H3A 1J7 514-286-1986
Confirmation # 102051 01 nt/s

Jim Johnson

November 02 1:30 p.m. depart DFW - American flight #2350
Arrive Chicago/Ohare 3:44 p.m., Wednesday November 2nd

November 02 4:40 p.m. depart Chicago/Ohare - American flight #1200
Arrive Montreal/Dorval 7:41 p.m.

November 03 4:15 p.m. depart Montreal/Dorval - American flight #452
Arrive Chicago/Ohare 5:35 p.m., Thurs. November 3rd

November 03 6:00 p.m. depart Chicago/Ohare - American flight #2249
Arrive Dallas/FT. Worth 8:30 p.m.

November 02
Hotel Information Delta Montreal
475 President Kennedy Ave
Montreal Quebec H3A 1J7 514-286-1986
Confirmation # 103048 01 nt/s

Date of Demonstration: Thursday, November 3, 1994, at 9:00 a.m.
Interglobe
4475 Blvd. Des Grandes Prairies
St. Leonard, Quebec # 514-328-7070
Roger Belair, Director
Contact: Carole Jalbert

FO6050-96257E60



October 26, 1994

Press Marketing

Telefax to: Jerry Williamson, CEO
Jesse Williamson, President
Williamson Printing Co.

Heidelberg USA, Inc.

From: John Dowe

1000 Gutenberg Drive
Kennesaw, GA 30144
Phone 404 419 8500
Fax 404 419 6625

Subject: Pre DRUPA Double Coater Press

Dear Jerry and Jesse:

Mr. Bob Boyer brought your request for the Heidelberg factory to possibly have the DRUPA innovations of running register on the coating units and automatic register in-line, fitted to your Speedmaster CD102S+LYL. This machine is presently under construction and we hope that it will leave the factory in late December.

We regret to inform you that these features cannot be adapted to the present design due to several mechanical and electronic changes, which Mr. Boyer confidentially briefed you on. These options are only available on the DRUPA design machine which would be available in during the third quarter of 1995. They cannot be retrofitted to the existing design.

We confirm that it is now possible to retrofit the coating clamps that allow manual register adjustments and precise mounting of spot coating plates. Thus these could be fitted to the coating units of your existing presses, as well as the December pre-DRUPA CD102S+LYL.

We look forward to meeting with you here in Heidelberg during the week of December 10 to demonstrate the chambered doctor blade system for coating, and give you a private showing of the DRUPA design at the factory as well as a customer installation here in Germany.

Regards,

John Dowe
Marketing Director/Speedmaster

cc: Hans Peetz-Larsen
Wolf Hager
Mike Morgan
Scott Brown
Reginald Rettig, HDM/Germany

106050-9625260



Southwest Region

Heidelberg USA, Inc.
1801 Royal Lane
Suite 1012
Dallas, TX 75229
Phone 214 506 7000
Fax 214 506 0476

November 8, 1994

Jerry and Jesse Williamson
Williamson Printing Corporation
6700 Denton Drive
Dallas, Texas 75235

Dear Jerry and Jesse,

Pursuant to our conversations regarding the special plate clamps for our coating tower that facilitate the use of Cyrel or other flexo type plates to be mounted and registered, and the Chambered Doctor System for the coating tower, please note the attached information from our Factory.

I highly recommend that you place an order immediately for the special plate clamps so as to expedite factory shipment and installation on your Seven Color press for evaluation.

It is also my recommendation that in conjunction with our trip to Germany on December 10, 1994 to evaluate the Drupa CD Technology, we arrange a demonstration of the Chambered Doctor System. Upon your review and evaluation we can then proceed with your order for the system with the noted approximate delivery and installation times.

As always, it is a pleasure to work with you and your fine group of associates. I look forward to our trip to Germany and to continuing to build and strengthen our partnership.

Sincerely,

Bob Boyer
Regional Manager
Heidelberg USA, Inc.

cc: Bill Davis
Bob Emerick
Jim Johnson

003315796.050901

HEIDELBERG

November 7, 1994

Fax to: Bob Boyer
Fax: 708-390-6914

From: John Dowey
Phone: 404-419-8628
Fax: 404-419-8608

Subject: Williamson CD102S+L SN 538 723

Corporate

Heidelberg USA, Inc.
1000 Gutenberg Drive
Kennesaw, GA 30144
Phone 404 419 8500
Fax 404 419 8912

Dear Bob:

We have checked on price and availability of the special coating unit clamps and chambered doctor blade system.

- 1) Special clamps which allow CYREL or other flexo-type plates to be mounted and registered, have a delivery time of 6-8 weeks X-factory. We are in communication with the factory and will try to improve upon this.

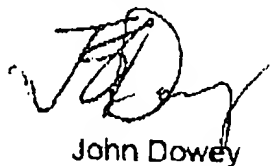
Installed price - \$9,700 per coating unit

- 2) The chambered doctor system availability is roughly the same as the coating clamps. Again, we will try to improve the situation.

Installed price - \$67,500

Please let me know how you wish to proceed with this very important customer.

Regards,



John Dowey

cc: Kurt Vogt

106050" 96257E60

IMPORTANT TODAY

WEEK 3

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JANUARY 17
TUESDAY

TIME SCHEDULE ACTION LIST

A BC ✓

CHECK ✓
MEMO-RY:

7 AM

GERMANY

PEOPLE TO CONTACT

✓ **BILL SHLYER** 352-1122
✓ **TOM MCARTNEY** 604-0496

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THINGS TO DO/BUY

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SUMMARY

REVIEW DAY

MONEY

CHECK TOMORROW

TOTAL

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18 JANUARY
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SUMMARY			
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106050-96/STF60

IMPORTANT TODAY

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JANUARY 19
THURSDAY

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SUMMARY REVIEW DAY MONEY

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ORDER No. 061-125Y-95

061-125Y-95

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SUMMARY REVIEW DAY MONEY

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JANUARY 21
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SUMMARY

REVIEW/DAY

MONEY

TOTAL

CHECK TOMORROW

ORDER No. 061-125Y-95

106050-96/STF60

22 JANUARY
SUNDAY

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SUMMARY	REVIEW DAY	MONEY
		TOTAL
CHECK TOMORROW		

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